

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:3058
ANSWERED ON:10.08.2001
RELEASE OF ADVERTISEMENTS
CHANDRESH PATEL KORDIA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the advertisements released to daily, weekly and fortnightly newspapers being published from Delhi, Gujarat and Mumbai from January 1, 2001 till date and the amount paid to them therefor;
- (b) the advertisements released to the said newspapers from January 1, 2000 to December 31, 2000 and the amount paid therefor;
- (c) the rules and procedure laid down for releasing advertisements to the newspapers;
- (d) the method adopted for selection of newspapers for the release of advertisements;
- (e) whether the Government have increased the advertisement rates during 2000 and 2001;
- (f) if so, the extent thereof;
- (g) if not, the reasons therefor;
- (h) whether some newspapers and newspapers bodies have demanded increased rates;
- (i) if so, the details of the newspapers and their bodies which have demanded to increase the rates and the extent of increase demanded;
- (j) the decision taken or likely to be taken by the government in this regard; and
- (k) the details of current rates on which advertisements are released to daily, weekly and fortnightly small, medium and big newspapers?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

- (a) & (b): The statistical data regarding release of advertisements and amount paid to newspapers is maintained by the Directorate of Advertising and Visual Publicity (DAVP) financial year-wise. As such, the details for the financial years 1999-2000 and 2000- 2001 are given in the Annexure .
- (c): DAVP releases advertisements to newspapers empanelled with it on the basis of the provisions of the `Advertising Policy and Guidelines for Empanelment of Newspapers with DAVP`.
- (d):The advertisements to the newspapers are released by DAVP keeping in view the target audience, publicity requirements, recommendations of the client Ministries/Departments and availability of funds.
- (e), (f) & (g): The advertisement rates of DAVP are normally valid for a period of four years. The rates were last revised w.e.f. 1.1.1999 and therefore no revision was required in the years 2000 and 2001.
- (h), (i) & (j): The Indian Newspapers Society has requested the Government for revision of advertisement rates at-least by 50%. No decision has been taken to set up a new Rate Structure Committee so far.
- (k): The advertisement rates in respect of individual newspapers are determined by DAVP on the basis of the Rate Structure Formula devised by the Rate Structure Committee and DAVP enters into Rate Contracts with individual newspapers based on the rates so determined.